

2011 Durham Resident Public Safety Perception Benchmarks

Facilitated by the Durham Convention & Visitors Bureau

On behalf of



April 18, 2012

Shelly A. Green, President & CEO

Durham Convention & Visitors Bureau
101 East Morgan Street
Durham, NC 27701
919.680.8302
shelly@durham-cvb.com

**Dr. Mitch Javidi, Futurist
& Chief Executive Officer**

Nanophrades (*nan'oh fray des*)
338 Raleigh Street
Holly Springs, NC 27540
919.753.1101
mjavidi@nanophrades.com

Preface

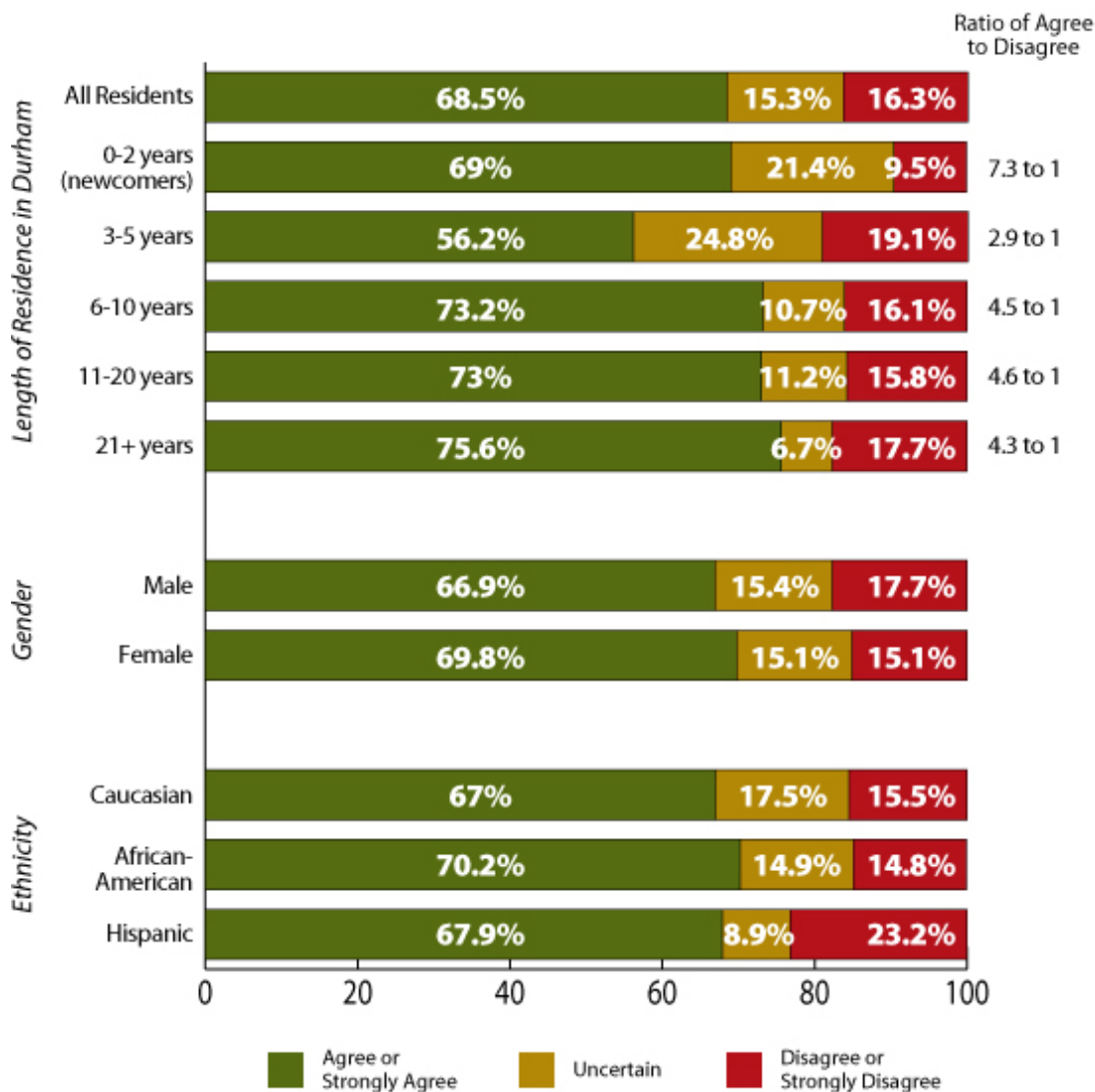
DCVB retains Nanophrades (*nan' oh fray des*) to undertake an annual scientific public opinion poll of Durham residents in order to assess and understand internal and external attitudes and opinions toward Durham. The research was conducted through a telephonic survey during October, November and December of 2011 and includes surveys of 400 residents over the age of 20. The margin of error for the study was +/- 4.9%.

As part of its performance metrics, the Durham Police Department has partnered with the Durham Convention & Visitors Bureau (DCVB) on portions of surveys of public opinion since 2005. Included in this report are some results related to how residents perceive the community overall along with the results of DPD's survey questions. For comparative purposes, some charts show results of previous years.

Overall observations:

- Nearly 7 out of 10 (68.5%) of residents, feel safe or very safe, up from a low of 30% in 2005 but short of the highs of 76% and 79% in 2006 and 2007 respectively.
 - Newcomers living here two years or less have the strongest feeling of safety by a ratio of more than 7 to 1.
 - Residents living here 3-5 years are the most ambivalent and feel the least safe of any other group. Within this group, 56.2% reported feeling safe or very safe, 24.8% are unsure if they feel safe, and 19.1% feel unsafe or very unsafe. The positive to negative ratio of this group is slightly less than 3 to 1.
 - Females feel slightly safer than males and African Americans feel a bit safer than Caucasians or Hispanic residents. Hispanic residents reported feeling unsafe or very unsafe at a rate significantly higher than Caucasians and African Americans. The sample size of Asian Americans is too small to report out disaggregated.
- Sixty-nine percent (69%) of residents believe the Durham Police Department is doing a good job of protecting and serving Durham residents, the highest level since polling began in 2005.
- By a margin of more than 7 to 1, residents feel the Durham Police Department is working closely with the community.

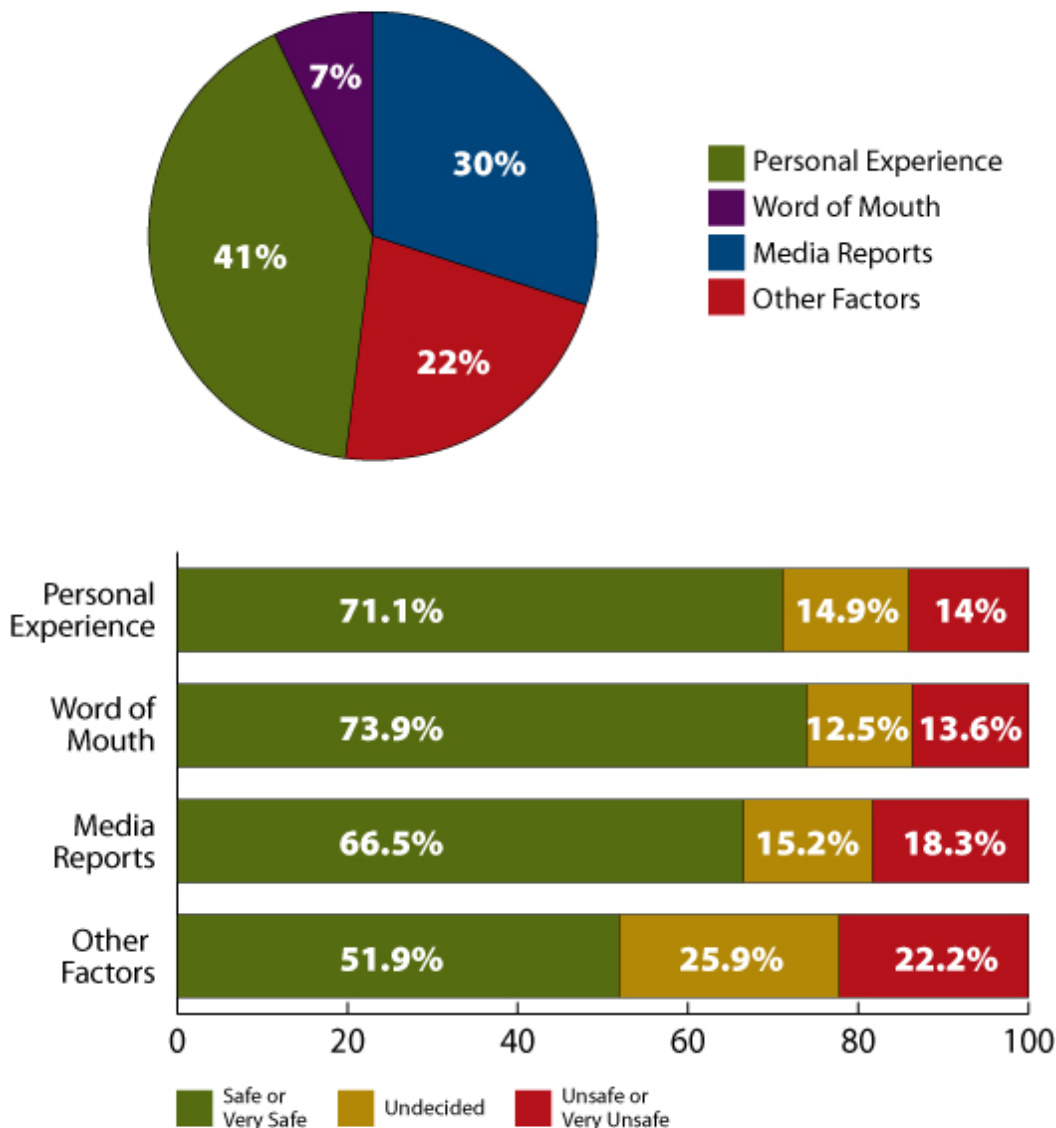
I Feel Personally Safe in Durham



Source: NanoPhrades, 2011

Nearly 7 out of 10 residents agree or strongly agree they feel personally safe in Durham. Newcomers, those living in Durham two years or less, are the least likely to disagree or strongly disagree with that statement, while residents of Hispanic or Latino ethnicity are the most likely to disagree or strongly disagree with that statement. Residents living in Durham between three and five years are the most uncertain of their perception of safety. Females feel slightly safer than males.

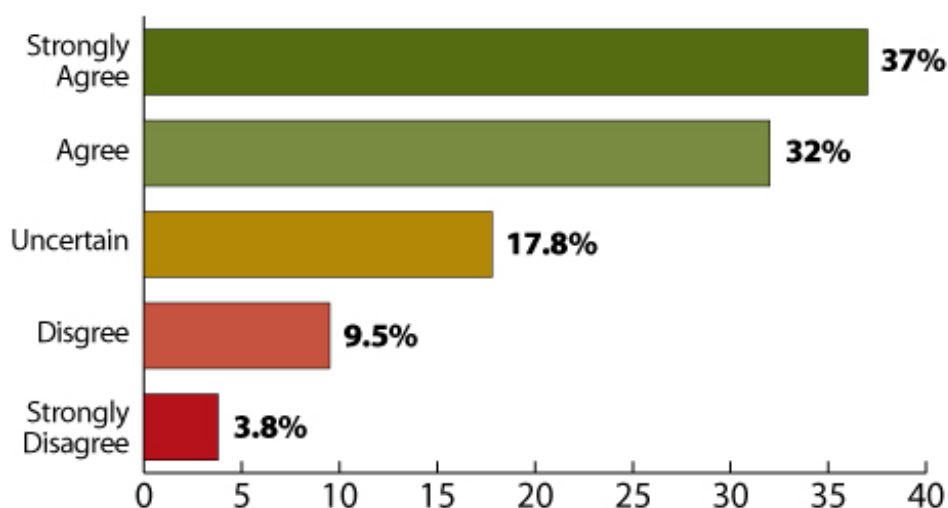
My Perception of Safety is Based Primarily on:



Source: NanoPhrades, 2011

More than 40% of all respondents say that their perception of safety is based on personal experience. Nearly a third (30%) of residents say their perception of safety comes from media reports, while 7% say it is based on word of mouth and 22 % say it is based on other factors. Those basing their perception on personal experience and word of mouth tend to feel safer than those whose perceptions come from media reports and other factors.

The Durham Police Department is Doing a Good Job Protecting and Serving Durham Residents



Source: NanoPhrades, 2011

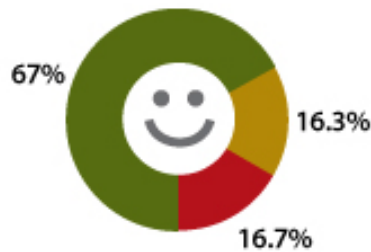
Positive to Negative Ratio



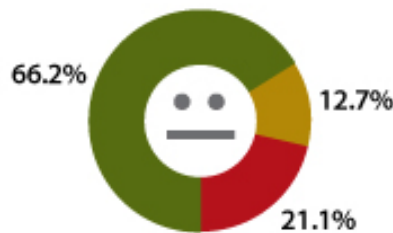
When commenting about the Department's job of protecting and serving Durham residents, 69% agree or strongly agree they are doing a good job. Nearly 18% are uncertain whether or not the department is doing a good job, while 9.5% disagree and 3.8% strongly disagree. This means there is a 5 to 1 positive to negative ratio about how the department is doing.

Ironically, as the chart on the next page shows, those who feel the department is NOT doing a good job, feel significantly safer than those who are unsure or those who think the department IS doing a good job. The department has made huge progress since 2007 when the positive to negative ratio was 1 positive for every 2 ½ negative.

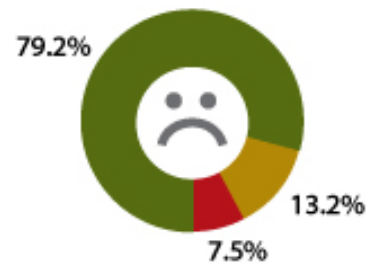
**Durham Police Department
Doing a Good Job**



Unsure



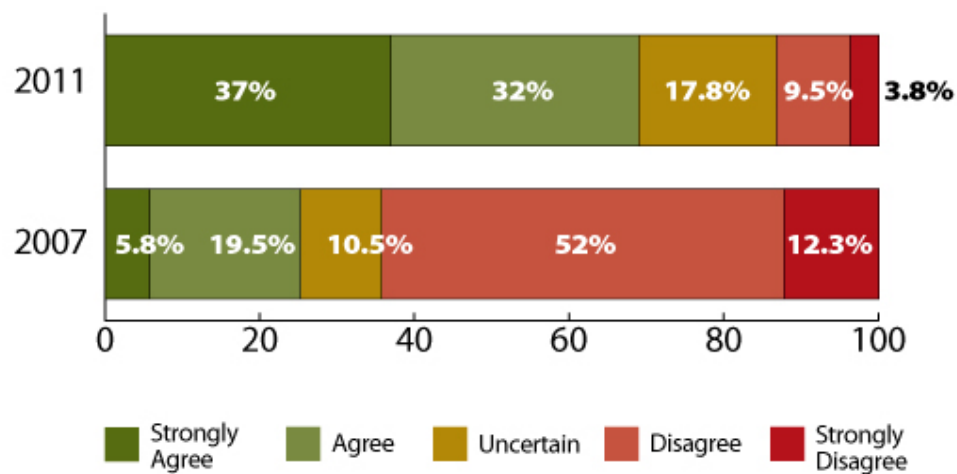
**Durham Police Department
Not Doing a Good Job**



■ I Feel Personally Safe ■ Undecided ■ I Do Not Feel Personally Safe

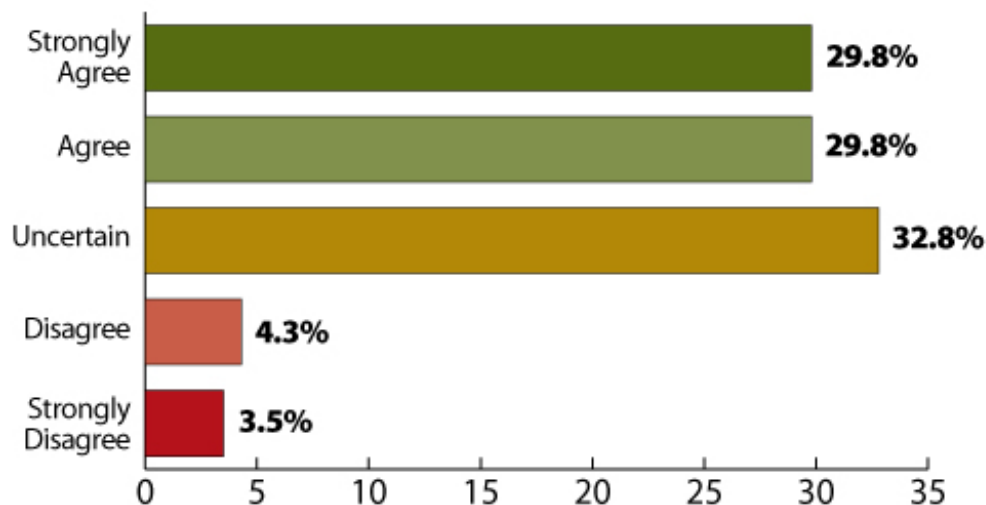
Source: NanoPhrades, 2011

**The Durham Police Department is Doing a
Good Job Protecting and Serving Durham Residents**



Source: NanoPhrades, 2011

The Durham Police Department is Working Closely with the Community



Source: NanoPhrades, 2011

Positive to Negative Ratio



By an 8 to 1 margin, Durham residents feel the department is working closely with the community with almost 30% agreeing and 30% strongly agreeing with that statement. About 1/3 of all residents are unsure whether or not the Durham Police Department works closely with the community. Less than 8% of respondents disagree that the Durham Police Department is working closely with the community.